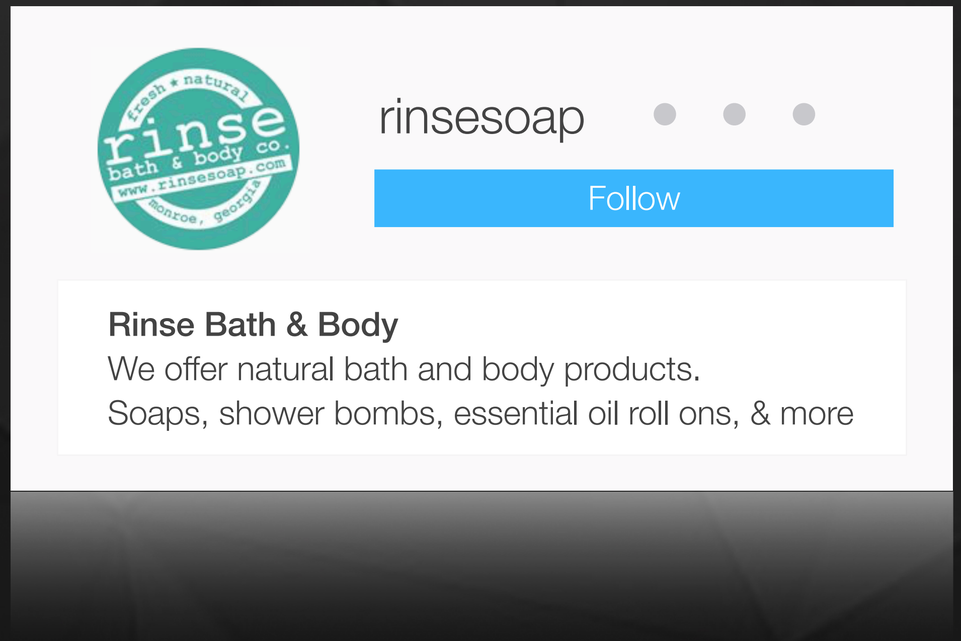
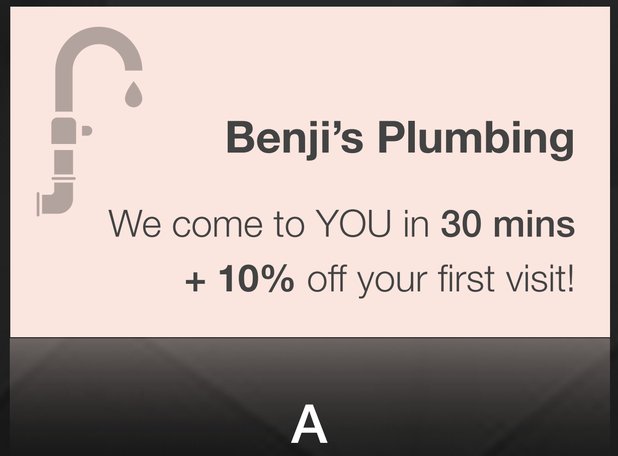
CRAFTING YOUR INSTAGRAM BIO

Your instagram bio is a short description **selling** your instagram account



Think of your instagram bio as a business card…



A

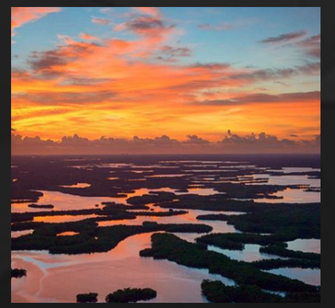
B

Q:

Why would you follow this (your) instagram account?

Why do you follow the accounts that you already do?

- News
- Pretty Pictures
- Inspirational
- Friends
- Freebies/Discounts
- Funny
- Service or product that you want
- Learning / informative



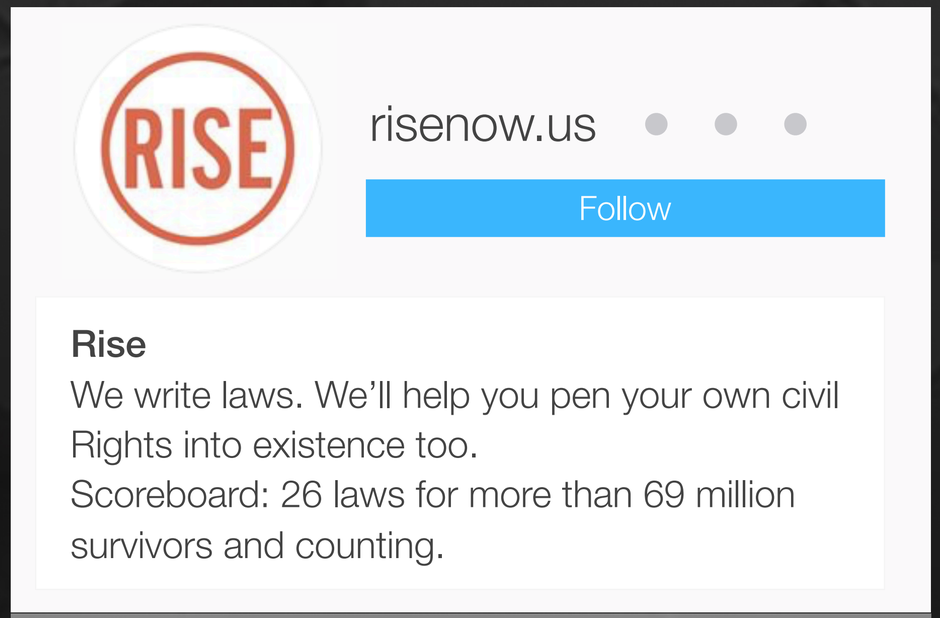
Q:

Why would you follow this (your) instagram account?

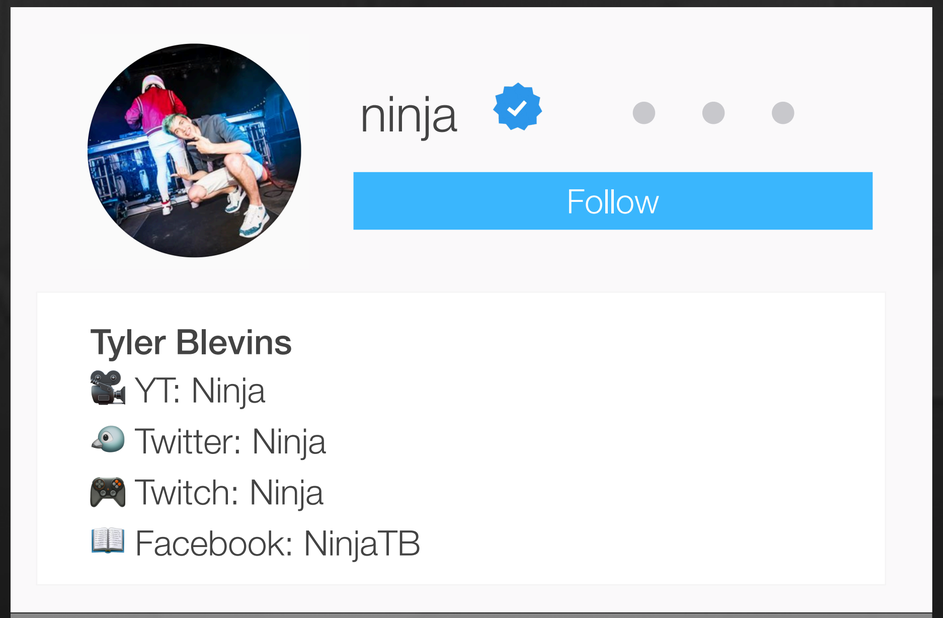
You have **150 Characters** to convince someone to
follow your account or take your **CTA**

There are two main framework styles to do this

Paragraph


RISE
risenow.us
Follow
Rise
We write laws. We'll help you pen your own civil Rights into existence too.
Scoreboard: 26 laws for more than 69 million survivors and counting.

Dot Points



Tip #1

Don’t explain your purpose but sell your benefits

Tip #1

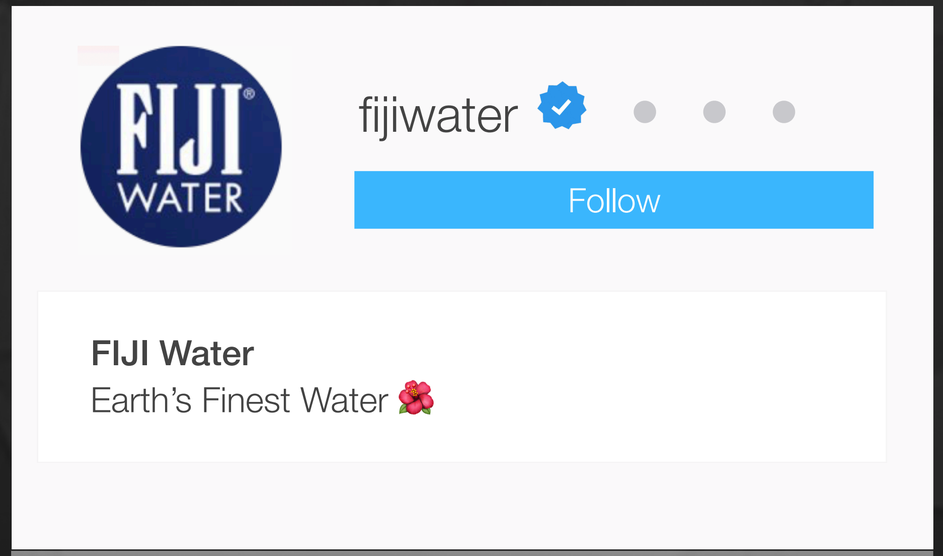
Explanation	VS	Benefits
Traveller	VS	Travel with Me
Restaurant	VS	Follow us for 20% off your first dinner

Tip #2

Use emojis, even if you are a business

Tip #2

aircanada
Follow
Air Canada
Tag your pics with #FlyTheFlag ✈️
//Ajoutez Le mot-clic
#HautLeDrapeau à vos photos. 👩🏾‍💻👩🏼‍💻


FIJI WATER
fijiwater
Follow
FIJI Water
Earth's Finest Water 🌺

Tip #3

Use SEO rich words.

Tip #3

What are people **searching** for to find your business?

Use the results booklet to write down your SEO words

Tip #4

Use hashtags and tags to boost SEO score
#Entrepreneur #Yoga

Tip #4

IPPUDO
ippudous
Follow
Ippudo
A taste of tradition and innovation - in all of IPPUDO's ramen!
#ippudo #zuzutto #ramen